# PROJECT DISSERTATION REPORT

## PLANNING AND MARKETING
## FOR
## SMALL SCALE BUSINESS -WEDDING INDUSTRY

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**(2K18/MBA/30)**

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**Year -2020**

# CERTIFICATE

This is to certify that the Project Report titled "Marketing Strategies- Selection and Planning for Small Scale Business -Wedding Industry" is an original and bonafide work carried out but Mr. Gaurav Karush of MBA 2018-19 batch and was submitted to Delhi School of Management, Delhi Technological University, Bhawana Road, Delhi-110042 in partial satisfaction of the need for the respect of the Degree of Masters in Business Administration.

Signature of Guide                          Signature of Head of Department (DSM)

(Prof. Dhiraj Kumar Pal)                          (Prof. Ranjan Yadav)

Place: Delhi

Date:

# DECLARATION

I, Gaurav Karush, understudy of MBA 2018-20 of Delhi School of Management, Delhi Technological University, therefore proclaim that Project Dissertation report on "Marketing Strategies- Selection and Planning for Small Scale Business -Wedding Industry" is submitted in partial completion of Degree of Masters of Business Administration is the first work led by me.

The data and information given in the report is credible as far as my knowledge.

This report is not being submitted to some other University for grant of any Degree, Diploma and Fellowship.

(Gaurav Karush)

Place: Delhi

Date

# ACKNOWLEDGEMENT

I accept this open door to stretch out my earnest gratitude to Delhi School Management, DTU for offering to me one of a kind stage to pick up presentation and accumulate information in the field of Marketing Management.

I want to show my sincere appreciation to my Project Mentor Prof. Dhiraj Kumar Pal for his direction and important proposals on finishing the venture and making it an extraordinary learning experience through steady feedback, consolation and backing.

Last but not the least I want to offer my significant thanks to the resources and the understudies of DSM who contributed in their own particular manners in effective finishing of my undertaking.

Gaurav Karush

# ABSTRACT

Wedding industry in India is growing very fast and contributes a huge part to the economy, even though there are lack of good research and quality literature, underpinned by technology advancement and social media influence. The main aim of this study is to plan and see effect of marketing and promotional strategy of small business in wedding industry.

To plan for marketing strategy we firstly should study the current wedding industry size and its challenges, then accordingly develop a marketing strategy so that business will able to make long term and good relationship with partners and customers. Planning will be done so that we can easily target the right customers

This study covers theoretical foundation of researches of the wedding industry. The method used here will be the descriptive survey method aimed to plan and strategies for marketing of small business in specific area. We will focus more on social media marketing strategy to modify traditional ways of wedding planning and management processes. The industry includes a lot of sub-industry like decoration, photography, makeup, food, clothing, hotel etc.

It is very difficult to estimate size of the industry but as per the research carried out by KPMG (2017) the market size is projected to be around 40–50 billion dollars and it is continuously growing at the rate of twenty to twenty-five percent every year.

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# INTRODUCTION

## 1.1 Background Study

### 1.1.1 Indian wedding industry

Weddings is a big market share business in India, as stated by a report published by KPMG in 2017. The wedding industry in India was estimated to about 40–50 billion dollar in size and it was growing very fast by 25% every year. The wedding industry of or country stands second in the world market just after America. , the evaluation of the US market is approximately 70 billion dollar. Wedding industry is very unorganised and this consist of mainly small scale business and medium scale businesses. Lately in India has been a huge growth of the wedding industry because of the rise of middle class hence we can see that cooperates are also entering into the wedding industry as it is a lucrative market , with increasing use of social media the chances of it booming is high.

It has been estimated that in India wedding cost could range from 6 lacks rupees to 5 corers rupees, and that an average Indian is like to use one fifth of his entire life wealth in a single wedding

Marketing strategies to tap the Indian market starts from searching for new opportunity, focus on organisations missions and therefore try to fit the external environment with the organisations strategy to deal with it.

This industry is made up of different sub- industries and service providers such as wedding planner, photographer, decorator, makeup artist, light and sound provider, dress designer and caterers. India is ranked second on the online market and it has been estimated that number of internet users will continue to grow.

### 1.1.2 Social media

Definition of social media –website or application that's provide user to create a profile and share content to a particular social networking. While from technological prospective social media is just a website which enable user to manage and store different form of user-generated data, provides users with access in different level of permission. Messages and feeds are the main features of social sites which alert the user when new content of his interest is being published.

Social media can be used to target our customers, social media application programming interfere (API) collect the user's data and integrate with applications and websites, allows theses websites and application to access user's data of social media like if we search for any things on the search button of Flikart then the advertisement of that product will be show on Facebook, that mean theses marketer are using our browsing data and then using that to promote their products on other platform .

As the uses of social media are growing very fast, it can be the best and cheapest way to target our customer, in India after 2015 there is a very fast increase in number of internet user and as user of internet increased as a result there is also increase in social media user. In 2015 total number of social media user was 142.23 billion and now it has reached to about 376.1 billion.

### 1.1.3 Small business or Enterprise

Small scale businesses and industries are the backbone of the country's economy, it contributes significantly toward development and it is an important link to industrialization in the sense of productions, exports and employments. A look from the economic prospective small enterprise are the base of big entrepreneur as it provide employment to local people and utilized their skills and raw materials for medium and big industries. Looking at the potential of exports and laborers, we have the biggest man power resources and are still unable to be used by us. In India

village and small industry sector consist of both traditional and modern small business.

The modern and traditional industry is divided into eight subgroups. Under the modern industry are modern small scale industry and power loom industry and in the traditional industry are handicraft, handlooms, khadi, coir and sericulture.

In the case of enterprises engaged in providing or rendering of services there are three types of enterprises:

Micro Enterprises: where the investment in machine does not exceed 10 lack rupees.

Small Enterprise:  Investment on machine should not be more than 10 lakh rupees but does not exceed 2 crore rupees.

Medium Enterprise: Investment on machine is more than 2 crore rupees but does not exceed 5 crore rupees.

#### 1.2.1.1.1.   Research Problem

The wedding industry is very unorganized and is still runs on traditional ways there is a lack **of business strategy** and **Marketing tactics**.

Traditional businesses have no goal, no zest to grow, they just trying to survive. In second tier city like Lucknow, booking and promotion are done only on recommendation and referral, there are no cost effective service providers and the profit margins of service provider are usually very high.

**Competitive industry**- Investment in wedding are very high almost one fifth of people total life time wealth are spend on wedding, so no one will accept any mistake from service providers. Service provider have to please and make customers happy in every aspect.

**Time management**-the whole game of the wedding industry is run on punctuality. Reputation of wedding planner is depend upon final execution, to fulfill the customer requirement one needs to have a smooth supply chain system and prepare to deal with managing huge work within a short  span  of time.

**Unpredictable situation and last minute demand** –prepare to deal with any unpredictable situation like rain, storm or technical issue and end time demands of customers.

**Use of Social media marketing** to reach to target audience, as trends are going everyone starts using social media so targeting customer can be easy if we plan well for building more customer base.

**1.3 Research Objective**

1. To explore the current Indian wedding industry, economic contribution, size, and challenges.
2. To access different marketing strategies both offline and online and plan for small scale business of Wedding Industry.
3. To find the factors that influences the customer towards wedding planners
4. To find out how wedding planners can increase the business through social media platform

# Chapter-II

# LITERATURE REVIEW

## 2.1 Introduction

Literature Review is the section where we read and analyze articles and journals are already available by verified scholar and researchers with reference to our topic it means there are ready references as they have been already studied, like in this research I have read many books and journals and articles written about the marketing strategies on business growth and different ways to reach to local customers.

## 2.2 Theoretical Foundation

### 2.2.1 Effect of marketing strategies on growth of small business in air travel agencies

In the study carried out by Rose Kariithi (2015) she mentions about the influence of marketing of small business and how to nurture a small business, in her research paper she took an example of an air travel agency of Nairobi City County in Kenya and demonstrated about the marketing strategies with their effect on service and pricing, promotion place, process and growth of the company.

Relationships was identified between customs of direct destitution channel on benefit of an air travel agency it also mention that government should take some initiative to create awareness programs that attracts them of befits enterprises.

There is no statistical data available to compare different strategies but we can see the profit and benefits of these marketing strategies and the demerits too, this is fully theoretical study and all the marketing strategies have been taken from books or research. The study was designed in descriptive survey method means that all the relevant methods and studies are described and explained about it and then see the effect of it on the study. This study focus mainly on small and medium size enterprises or air travel agency of Kenya.

This study used a random sampling technique and selected 52 small and medium size business of air travel agency and collected primary data with the help of a structured questionnaires which included close and open ended questions, by this process gets data and preferences or people and collected almost 50 complete data set to analysis the customer behavior towards air travel agency and according one can plan for marketing strategies.

It this study it was found that the issue with marketing on growth of small and medium business was based on looks of physical facilities in the air travel agencies. This was happing with the airport as well as inside the plane. The study stated that there is a correlation between the physical appearance and the growth of the business.

### 2.2.2 Wedding Industry and Use of Social media in India

Revolution in technology has enhanced and boom in user of social media, if we put these two together then this will change the way of customer interaction with our services and product. There are many collaborative organization which belong to a collaborative Consumption movement and impact is so strong that it has created many dedicated social platforms where connecting and communication in virtual world is very easy in these days such platform where people share common interest and interaction can be communicate over such platforms.

These type of social platform do not provide only communication but also allow customers to exchange products services and skills. Today's customer are more power than never before after coming of jio and android mobile phone, everyone has access of internet connectivity and chance to connect on virtual spaces.

Marketers have good chance to reach to maximum number of customers through social media platform, marketers can easily plan for effective and efficient marketing strategies to reach mobile users, social media user and internet users, through which one can engaged with customer and create a brand image in the mind of customers.

And this case study also recommend some of the best technique to do social media marketing like location based marketing, YouTube marketing and social media marketing

This study also includes the behavioral study of customer like what are mind set when someone is going to use or book wedding services. Every customer wants huge discount they don't want to compromise on quality of services.

**2.2.3 Analyzing the Process of Supplier Selection Criteria and Methods**

Supplier selection is one of crucial work for any organisations and it ultimately decide the success of the organisations, the process of selection by companies can be first identify the options available for suppliers, second evaluate on the basis of requirement of organizations and then contract with them. The process consume a lot of financial recourse of the company hence it is very important to do it wisely.

The main aim of selecting a right supplier for any company is to reduce the risk of purchase and maximize overall value of purchase. The second objective of selecting supplier is to develop a long term and good relationships between buyer and suppliers by creating a trust factor.

There are many analytical approaches to select the suppliers and some hybrid methods has also been developed by researcher. The study has been carried on the basic understanding of supply chain management and supplier selection evaluations methods that is multi criteria decision making.

Summary of selection process of supplier can be helpful for companies, and a clear understanding the concept can improve and Benfield to our organizations

**2.3 Traditional Marketing vs Digital Marketing:**

There are four basic parameters to analyses the difference between traditional and digital marketing they are discussed here as below:

a. **Cost** -

Every strategy required a budget, for example offline promotion can cost a big amount of financial resources like billboards, television and radio. These medium reaches to very few people if one compares it with the expenditure. While online promotion can take place without any budget for example we can promote our website on Facebook and Instagram for free of cost.

**b. Target Audience –**

Offline marketing can be very effective for targeting the people who are out of reach or those who do not know how to use internet, like senior citizens and illiterate people, who may not know how to use internet. While targeting younger and netizens online marketing is considered as the best way.

**c. Tracking -**

It is difficult to track and see the effect of offline marketing, we need to put a lot of resources and time to track it. While for online tracking it is very easy and can be very cost effective and the tracked data can be used for future prediction and for growth of business.

**d. Coverage/Extent –**

Offline marketing strategy is limited to a very small geographical area, example can be use of a newspaper for advertisement that will be limited to a district and if we compare with online promotion it is very costly. While on the other hand if we use online marketing it crosses beyond the border of limitations of a geographical area which is cost effective too.

**2.3.1 Offline Marketing**

Offline selling uses offline channels to plug the merchandise or services like medium, banners, hoardings etc. In today's quick paced world wherever everything and everybody is on-line however additionally an outsized portion of Asian country still gets news through offline media.

Everyone lately appears to focus around ways in which to market your web business. Most of them focus on on-line selling ways. However, there are some glorious offline selling ways you will be able to use to market your business.

It includes different ways in which {selling or promoting} except web marketing. This business is extremely common since many years back for marketing. Though the ways have modified per latest technology however the means continues to be same and contains of promotions in newspapers, magazines, exhibition show, hoardings and medium (buses, benches, and billboards), sponsoring one thing. There are varied new and previous ways that are useful to achieve the viewers.

Here are some offline promoting methods that can considerably increase sales:

**a. Newspaper:**

Media houses are invariably trying to find fascinating stories, contact with your nearest newspapers, radios and TV and supply fascinating fact regarding you, your merchandise and why was you started your business.

**b. Radio & Television:**

Radio and Television stations are invariably trying to find free merchandise they will expose to their spectators and viewers, provide free gift in exchange for advertisements and packaging regarding the company.

**c. Coupons, Flyers and Handouts:**

With publication you will be able to produce skilled coupons and handouts in low price. Give out these from your house of business, alternative to that distribution points wherever potential customers congregate.

**d. Signs and Graphic Banners:**

People are additional attracted towards the power and interesting content give such power of your business through signs and banners across the roads of your space.

**e. Cross promotions:**

Cross promotions are commonly in style in merchandising, however it can be utilized in any form of business. Notice corporations with connected merchandise or services and so explore ways in which to push every other's business. You will be able to do that in your several business locations, through joint advertising and with common digital accumulation hoardings.

**f. Networking**

The connection we have in real life are more valuable style of networking and that create a good brand name and loyalty among partners, face to face connection can help business by recommending others and there is no need for discount , so it is best way to develop your own network by meeting in person.

**g. Speaking Engagements**

In-person talking engagements are an amazing promoting chance for variety of reasons. 1st and leading, a speaking meeting puts you ahead of an extremely targeted and attentive audience that is already ready and prepared to concentrate to what you must mention.

Speaking activities are a good thanks to create quality and start leadership. Keeping with our surveyed visible specialists, speaking actions are the second preferred means that noticeable specialists get leads, however, finding and securing speaking engagement opportunities is also a challenge if you are simply beginning go into your journey thought leadership.

**h. Print Publications**

Print publications have a respectable place in offline marketing, getting relevant assignments in business magazines can facilitate your visibility and display the

experience. Embody print chances as a part of blogger reach strategy and keep an eye out for chances to look in each web and print form of a publication.

It is to be remembered that one should not hunt print publications only for the sake of it even as together with your on-line publications one needs to be selective.

**i. Cold Calls**

Cold call career is not normally incorporated into the sales method, but it was once cold calls that had a private bit with really resonate with interested patrons. Phone calls are additional personal than emails and demand a moment response – which might be each smart and unhealthy.

One need to know what are the concrete reason for why you are reaching out and be conscious of your telephony recipient's time. Cold calls are a good thanks to reach resolute potential promoting partners a few collaboration chance, like hosting a webinar or manufacturing content along and if throughout the cold decision you will be able to reference a valuable piece of thought leadership your firm has made, the decision has all the additional probability of getting a result.

**j. Print Advertising**

Along constant lines as commercial enterprise a writing during a print publication, running print advertisements is another methodology for going in front of additional potential customers. However, it is considerably harder to trace the come back on investment for print advertising than for on-line ads and that they will typically be dearer to run, therefore take into account your choices fastidiously.

Print advertisements are best positioned in extremely targeted publications wherever one will be able to guarantee members of your audience can see your ad. If potential, embody a universal resource locator or a QR code within the print ad to send guests to the landing page, which is able to assist you track these campaigns higher.

**k. Associations and Trade Shows**

Consider attending trade shows wherever you think of networking with different business leaders and prospective patrons. Trade shows will give an excellent chance to place the foremost effective offline selling ways in follow. Additionally to in-person networking, you will conjointly pass out print materials and maybe even get the chance to be a featured speaker.

No one should be compelled to make a choice from offline and on-line selling ways. Offline selling ways do not have to be compelled to take the place of on-line selling ways or contrariwise. Instead, offline techniques are often used to supplement on-line selling efforts to form your firm's selling strategy as an entire additional strong.

The mix of each approaches bring selling full circle by increasing the firm's visibility and transfer additional attention to on-line too. In today's time, digital selling is taking on the market; but I think ancient selling can perpetually play a significant role in reaching resolute target cluster.

**Examples of offline selling techniques:**
**Package your merchandise otherwise**

If there are a lot of competitors in market and you wish to improve your branding then best method is good packaging, in this way customer will feel that he/ she is using a premium product and once the brand image has been created in customer mind all competitors will be irrelevant.

**Engage in offline guerrilla selling**

Guerrilla advertising may be a nonexclusive term for the use of capricious showcasing procedures, and on the grounds that internet based mostly promoting channels are thus less organized, disconnected is that the best field to flex your freelance company's guerrilla advertising muscle. During this manner, starting presently, unnoticed what you are thinking that concerning promoting channels, and let your internal identity resolute play.

**Drop business cards**

This is one disconnected guerrilla showcasing system. It is to a larger extent a requirement than an alternative. On the off likelihood that you simply maintain a freelance company, you ought to have business cards and hand them out. Do not merely share them once you have a meeting in fact drop the business as much as possible.

**Donate gift certificates or merchandise as prizes**

By giving your product or service because the prize for a neighbourhood contest, you will build visibility and branding for your business whereas showing your commitment to the community.

**Speak at events**

Professional events provide an excellent thanks to meet new individuals, share your ideas, and build whole awareness. They are even simpler if you speak at them. Notice a neighbourhood event associated with your business, come back up with an academic topic you will speak on and volunteer. If you do not nevertheless have the amount of clout needed to talk at an occurrence, attending events are often even as useful.

**Yard signs**

Yard signs may be a good way for business promotion all season. If you have got investment past and you come back to profit. Yard signs using are a budget technique for business promotion.

**Advantages of Offline Marketing**

There are numerous advantages of offline selling that has been tested time and again it becomes straightforward to convert the purchasers into potential consumers as they get to visualize that very same ad in many ways that on medium just like the newspaper, T.V. and even hear regarding it on the radios. This fashion brings out the most chance to extend one's client base.

It makes the business additional tangible as a result of that the purchasers truly get to possess a glance at the merchandise in persons and not simply just on the web site. With the assistance of offline selling, the older generation of consumers is reached out along with the new generation. Largely the net is getting used by folks that belong to the new generation however their area unit still many have elderly folks that belong to the older generation and that they can also be potential consumers.

The area unit has many ways that to speak together with your customers so the businesses will advertise it even additional, therefore, though the purchasers may not browse the newspaper they still come upon the ad on T.V. If they don't conjointly watch T.V, there is still radio for that. And if the patron is innocent of all of those, he or she is going to for certain come upon one amongst the numerous hoardings advertising the product.

**Disadvantage of Offline Marketing**

The method of offline selling prices mounds, this is often as a result of, within the offline mode, one merely should advertise on one platform however several platform are used, advertise on T.V, radio and thru billboards. All of this can escalate the investment of cash. So the price of advertising within the offline selling would be a rising.

The other disadvantage is that this method is extremely long. One must invest heaps of time in creating, printing it within the newspaper. Additionally, advertising on radio or T.V to area unit which is a longer method.

It is tough to trace the outcomes of the offline selling, since in offline selling no computer code is employed to trace and monitor the behaviours of the shoppers, it

becomes a tough to grasp what percentage of customers in area unit very inquisitive about the merchandise.

Nevertheless with the assistance of the offline selling, one gets to achieve to those that do not have access to the web, still the reachability of the offline selling is restricted to some extent. This often results in issues of the money, for example if it is a giant company then they will be investing more cash so will advertise a lot however if it is a smaller company they will not be able to afford to take a position heaps might not be ready to reach bent many folks.

**2.3.2. Digital Marketing:**
There are various types of digital marketing techniques and they are discussed here below:

**1.   Social Media Marketing**
Social media marketing means promoting product using social media platform like Facebook, YouTube, etc. The main aim of social media marketing is to share engaging content with follower, fans and partners to promote products and brand and created awareness amongst netizens so as to promote the brand.

**2. Content marketing**
Content marketing means creating a quality and engaging content with the motive of promotion of our brand and products, one can use it to educate our customer about the product, inspire or just to entertain. Content marketing is not just writing like blog and post but it also consist of videos and webinars.

**3. Search Engine Optimization**
SEO is one of best way to market our brand on digital platforms, it is process of optimizing the online content of one organisations to attract more organic traffic from search engines like Google. The process of SEO involves emphasising certain keywords which customer may type on search engine and most related content will come on first Google page and we can get organic customers from there also.

**4. Search Engine Marketing**

One of best advertisement method is pay per clicks this is broader then SEO and also include organic traffic to the website or content.  This is a paid promotion, in which related website and content will advertiser the content and if any customer is generated from that website then there will be a need to pay.

**5. Email Marketing**

Email marketing is direct marketing method in which we send personalised messages to specific set of prospect, this marketing strategy is very easy to use and low cost and we can easily target a mass population through this method.

**6. Mobile Marketing**

Mobile Marketing  refers to all those strategies which involve a smart phone device, like games and apps ,it involve planning creating and implanting a mix of initiative to bring seller and buyer together though mobile.

## Chapter- III

## RESREARCH METHODOLOGY

### 3.1 Introduction:

Research Methodology is the specification of method of acquiring the information needed to structure or solve the problem in hand. It is not only concerned to find out the decision of the fact, but also building up to date knowledge and to discover the new facts involved through the process of dynamic change taking place in the society.

The research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. The research here conducted followed "Descriptive Research" as it describes the trends of wedding planner. A descriptive research is one that described as it exists at present; here the researcher has no control over the variables.

### 3.3 Scope of the Study:

The study was conducted keeping in view the age group that is individuals between the ages group 20 to 50 years across north India.

### 3.4 Data Collection Method:

There are two kind of information they are essential information and auxiliary information. In this research questionnaire has been used to acquire the essential information and for other information has been from online database which was useful with respect to this research.

**Primary Data:**

Primary data is the data that has been collected from the beginning directly by a researcher to convey and express on the issue being researched. In this research the method use is questionnaire to collect and gather the primary information which have been utilized to address the research question.

**Secondary Data:**

Secondary data is the data collected by someone else for their own purpose, the secondary data were collected as supporting data as here data is collocated so as to increase the effectiveness of the research. Some of the sources of secondary data used in this research are from reports articles, journals; sources from web indexes example such as google, on line information bases like Jstore, Statista, and google scholar. Other off line sources were acquired from a few open libraries.

**3.4 Sampling Design**

Sampling is an effective step in the collection of Primary data and has a great influence on the quality of results. It is a definite plan for obtaining a sample from a given population. The sampling plan includes universe, population, and sampling unit, sampling technique and sample size.

**Universe**: All the people of the age group between 20 to 40 years.
**Population**: All the people of the age group between 20 to 40 years and living in north India such as Delhi, Lucknow, Kanpur.

**Sampling unit**: Each individual between the ages of 20 to 40 years living in north India, The sampling has been constrained to only north India states such as the city of Delhi and also the two tire city of Lucknow and Kanpur because it will gives the research more relevance when it comes to seeing the trend in the marketing in the small scale business of wedding planners.

**Sample Size**: The sample size consisted of 82 people.

**Sampling Technique**: Convenience Sampling has been used to collect the sample.

**3.5 Research Instrument**

The research instrument used here is a questionnaire. The questionnaire is a formalized course of action of inquiry for getting information from respondents. Questionnaire was used as it is the fastest way to deal with mass information and there is negligible exertion for data collection. The questionnaire was made subjected to the composition review all information given by the respondents will remain private. The language used in developing the questionnaire was English as it is a common language; it was made using simple language so that it could be easily understood.

1. **Purpose of Using Questionnaire**:
Questionnaire has been used as a research instrument since it is usually planned for huge measure of data which is sensible for a quantitative research, it is a primary instrument for research to assemble the fundamental data for research since it is progressively invaluable and compelling strategy for grouping basic data.

2. **Questionnaire Design:**
**In this study the sort of inquiries have been used are open ended,** dichotomous, multiple choice, and scaling. The questionnaire was distributed via computer questionnaire. Here the set of questions was sent via email and whatsapp through a link created on Google form

# Chapter- IV

# DATA ANALYSIS AND DISCUSSION

## 4.1 Introduction

This part of study will deal with analysis of the data collected by both methods that is primary and secondary data, these data use to gather some information out of raw data.

Excel and Microsoft Power BI have been used here in this study for data analysis proposes to extract information from data. I have used various research information and make some useful inferences from it through representation in Pie chart and graph to represent demographic of respondent and all the data was collected in tabular form.

In this section an effort has been made to analyze the data collected and draw interpretation from the 82 respondents who had filled the questionnaire.

## 4.2 Descriptive analysis

Descriptive analysis are used to define the basic features of data.. They provide simple outlines about the sample and the actions. Together with simple visuals analysis, they form the basis of almost every quantitative analysis of data.

This study has both types of data primary and secondary and hence analysis of both the set of data are inferred and described here. Here there will have two section Primary data analysis and secondary data analysis.

**4.2.1 Primary Data analysis**
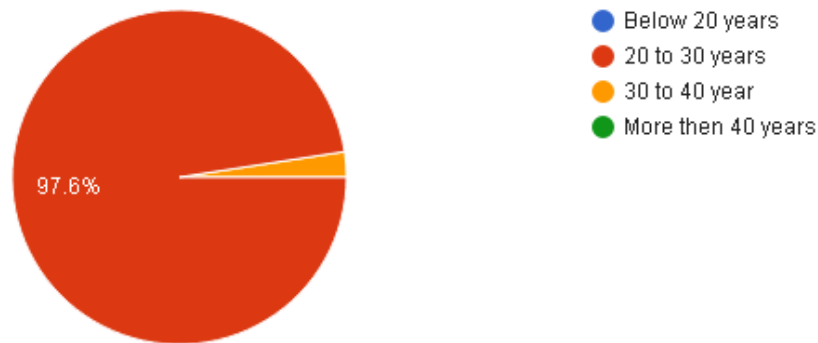
**1. Respondent's demography**



**Figure 4.1: demography of respondent Age**

Interpretation: This pie charts show us the demography of respondents, we can clearly observe that most of respondents belong to the age group between 30 to 40 years old which is approximately 98% of the total respondent and the rest that is 2 % belong to the age group between 30 to 40 years.

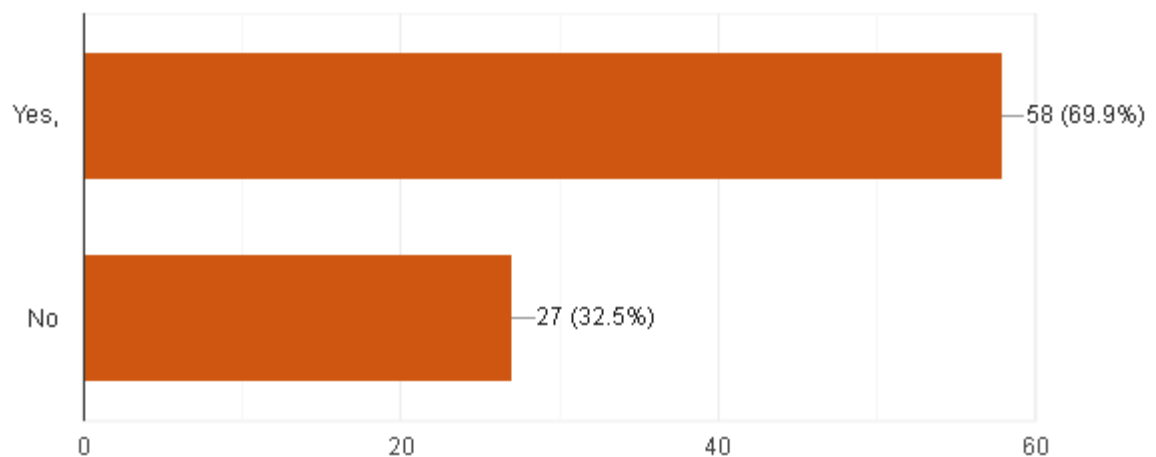**2. Number of respondents know about wedding planners**



**Figure 4.2: Awareness about wedding planner**

Interpretation**:** As the purpose of study to find out awareness among society about wedding planner it can be seen from the above figure that most of respondents known about wedding planner that is 70% and 30% of the respondent do not know about wedding planner.
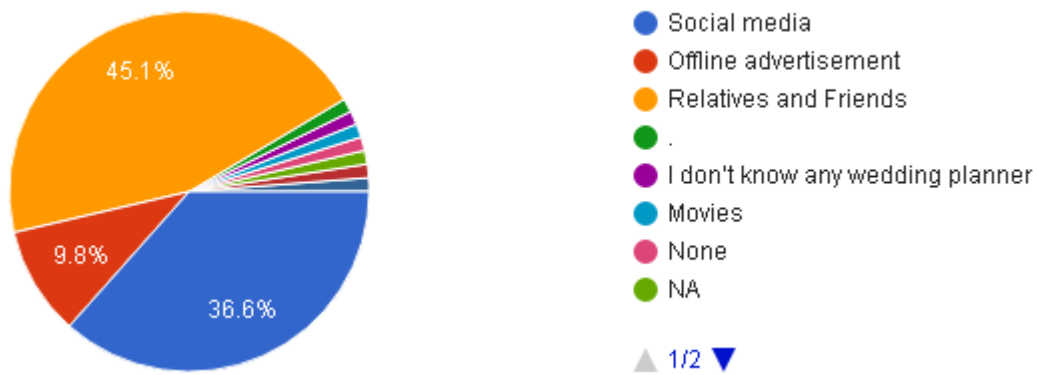
## 3. Source of awareness



**Figure 4.3: source of awareness**

Interpretation: - Awareness of wedding planner was part of the question and from the above pie chart we can see that 45% of respondents got to know about wedding planner through relatives and friends, 37% of respondents got to know about it through social media platforms and 10% of respondent got information from offline advertisement. But there are other sources too from where respondents got to know about wedding planner

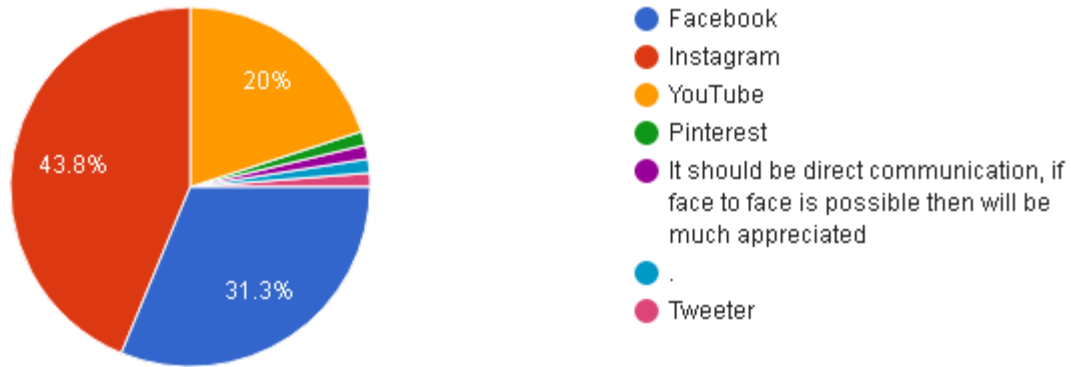**4. Preference of respondents of social media platform for promotions**



**Figure 4.4: preference of promotions**

Interpretation- In the above figure respondents gave their preference for promotion on social media. Maximum of them have suggested that the best way of promotion is Instagram, almost 50% of people prefer to look for promotion on Instagram. Facebook is second best platform to promote business,30% of respondents suggest to promote page on of Facebook , and lastly YouTube is also consider to be 3<sup>rd</sup> best platform to advertise.
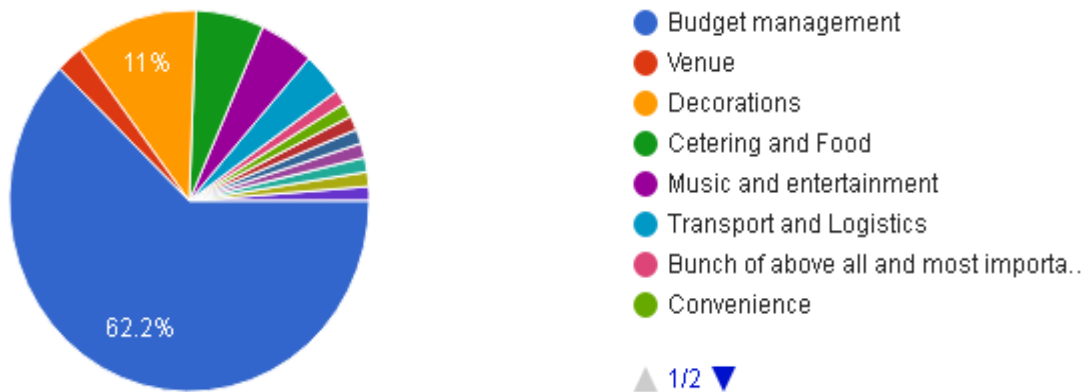
**4.1.4 Reason to choose wedding planner**



**Figure 4.5: Reason to choose wedding planner**

Interpretation: The above figure shows the factors that influence majority of people to hire a wedding planner is budget management, 62% of people like to hire wedding planner if he have good budget management scheme and 2$^{nd}$ preference of respondents are decoration so it clearly shows that we should be ready for demands in markets.

### 4.1.2 Secondary Data Analysis

The data source for this study has been gather from various researchers that have been carried out over a period of time and have been published for a different purpose. It is important to incorporate secondary data as this allows a wider scientific literature and also helps derive facts and figures on how the research that was carried out could be useful to the field of study.

In this research first I have tried to look up at the data to understand the user demography across the country, by doing so the ultimate aim is to be able to get the correct representation of who can be the target costumer. I have tried to interpret the data presented in the figure 4.6 below.
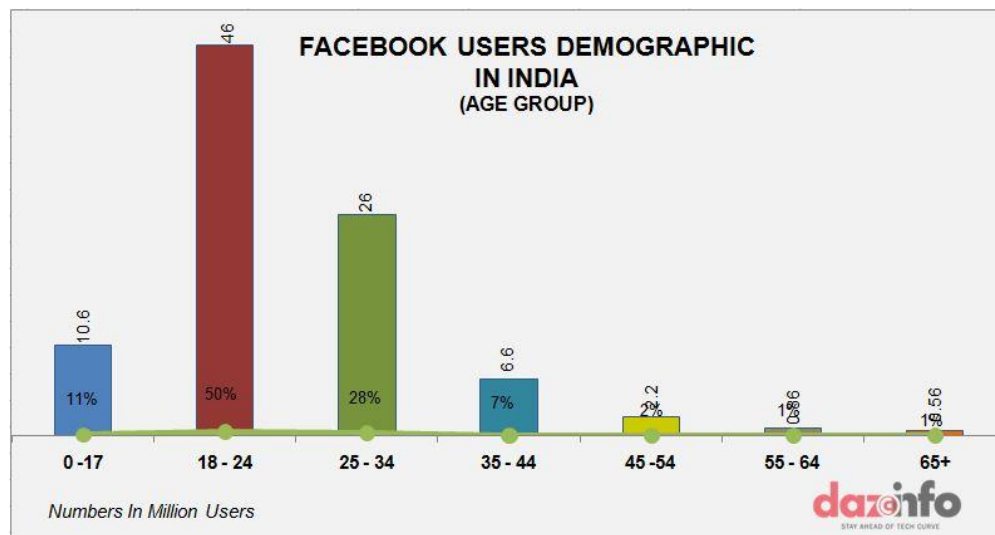


**Figure 4.6: Data Source (https://dazeinfo.com/2014/01/07/facebook-inc-fb-india-demographic-users-2014**

From the above figure4.6 we can interpret that nearly 50% of the Facebooks user belong to the age group between 18 to 24 years , or we can say teenager are mostly use social networking sites , through this data we can say that teens are most active user on Facebook and second highest % of Facebook user are between the age group is 25 to 34 which is 26%.This mean that this age group of people will be our target prospect and last target audience will be the people in the age group between 35 to 44 years where it is only 6.6% of users.

**How do we target the customers? For the wedding Industry**

Age group: 18- 30 years

This age customer are most active online, digital marketing is vital for targeting this age group, because they are most active user and they constantly plugged in .when we targeting teen we should be  focus on these

Social media:  most of this are very active on social media so to reach them we need keep up with new social media trend, we can use platforms like Facebook, Instagram and snapchat.

**Influencer Marketing**: teen are much responsive to influence marketing, so we need to invest in social media influencer to grow brand loyalty and boost brand reorganization.

**Loyalty Programs:** Young customers are using a lot of time on social media, consider offering incentive to refer other your business online, this method is efficient. Word of mouth is one of most effective method.

Targeting age group 30-50 years

The people in this age group are spending the most money in our economy today, and this group is best to target for profitability these are some ways to target them

**Reviews**: 30 to 50 spend their time in researching product review before going to punches any product like on every website there is review of it like Google.

Google also allow to review business and company like flipkart these are best platform to review any product so one should focus more on good review of customer.

**Affiliate marketing**: This age group also search for best deal, affiliated marketing is best way to reach them and make future customers.

**Video**: People in this age group is very responsive to video content, especially it should be informative and educational. So we should also use YouTube and video content to educate about our product and brand.
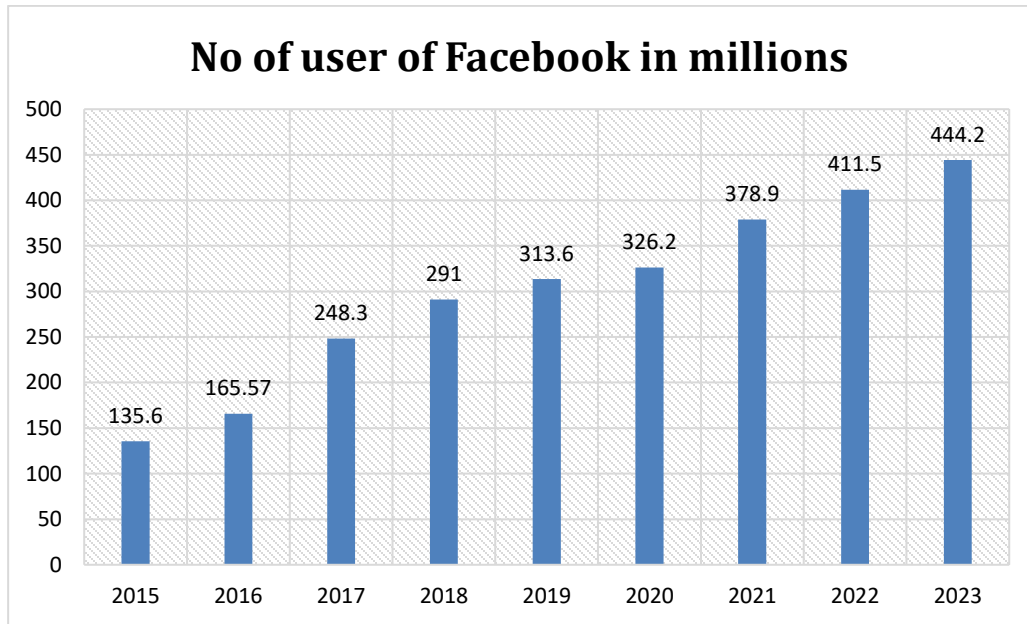
## No of user of Facebook in millions



**Fig 4.7 No of face book user in Million**

From the above figure we can conclude that the number of social media user in India is growing very fast in 2015 it had approximately 135.5 million Facebook user and it has been forecasted that it will increase to more than 346.2 million by 2020, which means that the growth rate of social network user is at 23 percent in 2020 when compared to 15 percent users in 2016.

Taking into account that digital platform would be used to reach out to potential customers / clients it was necessary to also research about how much Tec- savvy are these probable customers, hence here below I have found some data to analysis the trend of the users who use the social networking site such as Facebooks.
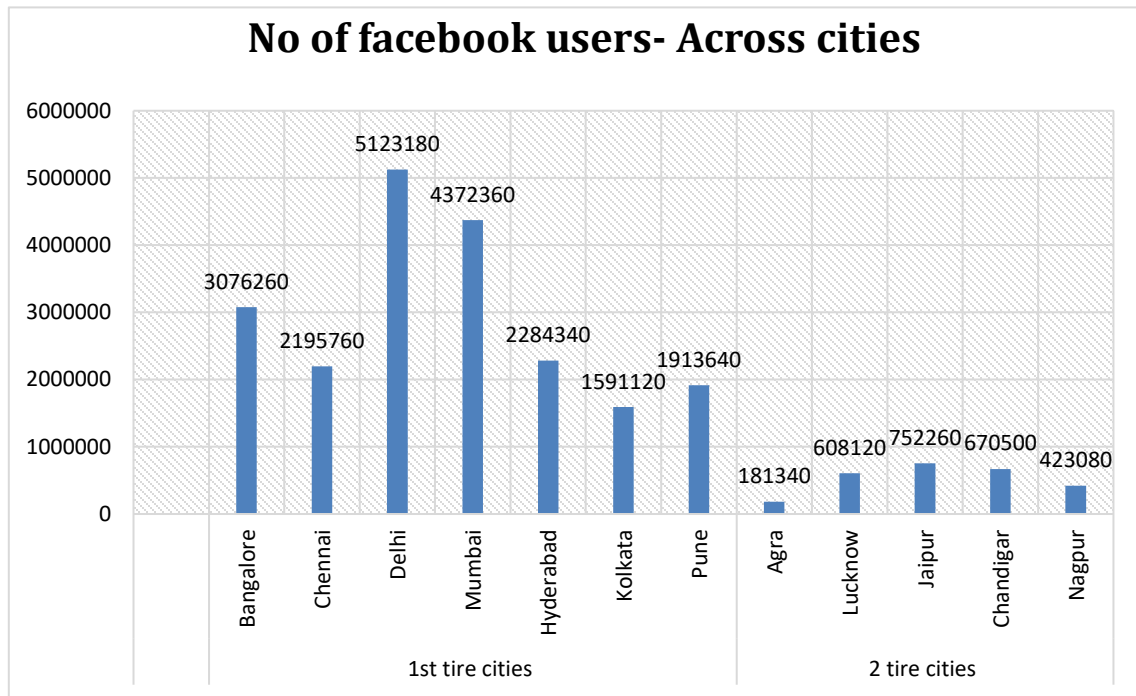
**No of facebook users- Across cities**

**Fig 4.8 No of Facebook user across cities**

From the above figure 4.3 we can infer that there are over 25.6 million user in large cities like Delhi ,Chennai, Mumbai, Kolkata, and Bangalore these constitute over half of the countries user. It is also noteworthy that smaller cities such as Lucknow, Agra, Jaipur, Chandigarh and Nagpur also have a user of about 2.63 million from a report published in 2012. By look that these data we can see that not only in the 1st tire cities is the usage of Facebooks user high but also in smaller cities that is second tire cities such as Lucknow, where I would like to target the customers for starting the business.

## 4.3 Inference analysis

Inference analysis can defined as the procedure of drawing inferences based on sign and reasoning. It is a myth about inference analysis that its only observe the phenomena using data .this analysis take place using modal system in which we use available data to make a modal then predict according to model and check whether it is matching with actually observations if it approximately matched then modal is correct otherwise we need to reconstruct modal with better understanding , for the best modal the differences should be minimum ., models are made using accepted theoretical modal .expert judgment and prior knowledge through which one compare modal to data , it normally involved with probability to quantify the probability of match

### 4.3.1 Correlation between different wedding services

Correlation is a measure which uses to see the dependency of one variable on other. If two variables are highly correlated that's mean if one increase then other will defiantly increase. Negative correlation means that if one variable is incensing other with decrease,

| Correlation between different sevices | | | | | | | |
|---|---|---|---|---|---|---|---|
| | [Venue ] | [Music and Entertainment ] | [Photography and Videography] | [Catering and Food ] | [Decorations ] | [Makeup of groom and bride] | [Travel ] |
| [Venue ] | 1 | | | | | | |
| [Music and Entertainment ] | 0.666598 | 1 | | | | | |
| [Photography and Videography] | 0.86271 | 0.716741323 | 1 | | | | |
| [Catering and Food ] | 0.873826 | 0.662637401 | 0.852210807 | 1 | | | |
| [Decorations ] | 0.766103 | 0.662560849 | 0.834926253 | 0.81773097 | 1 | | |
| [Makeup of groom and bride] | 0.737613 | 0.682845271 | 0.807447788 | 0.77803064 | 0.759811325 | 1 | |
| [Travel ] | 0.563579 | 0.658721439 | 0.55119819 | 0.57681482 | 0.664984163 | 0.573181108 | 1 |

**Figure 4.9: correlation between different wedding services**

The inference from this correlation matrix, we can easily see that how different services are associated with each other and choosing one service we can predict the use of other service. We can see clearly from this matrix that high correlation between photography and venue exist, as one selects one service there are high probability that one will choose a highly correlated service, like from here if someone selects venue there is high chance that the same party will select food and catering too. Similarly there is high correlation between photographer and venue which is 0.86. The second correlation is between photography and decoration which is 0.83 and the between photographer and food and caterer which is 0.85.

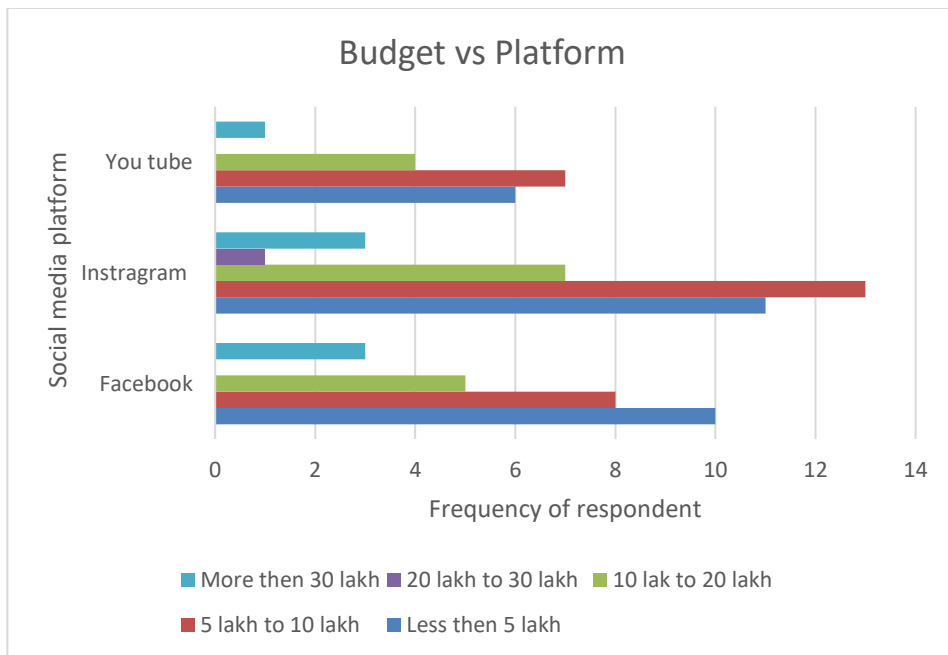### 4.3.2 Relation between budget and social media platform



**Figure 4.10 Budget vs. Social Media Platform**

Inference: We can see from the above figure out how budget is related to social media platform. The highest frequency of respondent who gave a budget of 5 to 10 lakh are recommending Instagram for wedding promotion, the second highest frequency is of the budget less than 5 lakh has also recommended on Instagram and third highest frequency of respondent whose budget is less than 5 lakh has recommended Facebook, hence we can plan the social media marketing strategies to target our customer based on budget.

## 4.4. Discussion

The purpose of this study is to find out the perception of our potential customer and find the best marketing strategies to reach out to the maximum potential customer
Demography of this research was taken between the age group 20 to 40 years because these may be the potential customer of wedding services. It is also noted that social media is popular among this age group we can see that India alone has 88 million people Instagram user and 280 million people use Facebook which are between the age group 18- 30 years , which one can potentially target in the on line platform to get more business.

In the study one can see that there are also a large number of people who knew about wedding planners not from social media platforms but from relatives and friends, which means that offline marketing strategies will also be useful to reach out to more probable customers, as word of mouth and references are very import in the Indian culture.  Some of the best way of off line marketing which will work best in all the demography chosen especially in the two tire cities are community engagement, speaking at evens, face to face meeting and printing add on newspaper and pamphlets

The places where there are a lot of people using technology, on can concentrate on online marketing strategies too, best ways can be affiliated marketing, review

YouTube marketing and to target online customer we can use social media platform such as Facebook and Instagram, as preferences of respondents shows that majority of them are interested in Instagram and Facebook promotion, so we should opt for this platforms to promote the business.

One can also see there is a relation between relate between budget and social media platform preferences, it shows that the target audience on Facebook preferred stick to a budget that was less than 5 lakh rupees. While people who preferred Instagram had opted for budget between 5 to 10 lakh rupees.

It is also to be noted that many of the wedding services are very closely related, this means that the person who had given importance to venue also give importance to food and catering. Similarly there is high correlation between photographer and decoration from this we can conclude that when we can put these two service in same basket. Respondents gave preferences to food and catering then decoration then photography then travel then venue hence we can carefully plan and attract customers offering then closely related services to increase business.

# Chapter –V

# LIMITATION, RECOMMENDATION AND CONCLUSION

## 5.1 Limitations:

Every study has their own limitation and it can be completed with limitations
. The limitations of this study can be brief as follows:

1.  Due to time constraint this project is limited to few of the northern states i.e. Delhi Luck now and Kanpur. A wider geographical coverage would have made it a more representative study.

2.  Though effort has been made to include respondents belonging to various age - group, even then this sample may not be truly representative of the universe.

3.  This study is not fully reliable because we have taken very few people as sample. this conclusion is withdrawn on the basis of only 82 respondent

4.  Ignorance of respondents plays a vital role , so it should also be taken care of , so that we can conclude a better result

5.  Customer behaviors is continually changing so that it is possible that same respondents have different opinion after few months

6.  This project has also used secondary data, so all the conclusion and result are made according to reference of secondary data information which we know that the data may not be accurate and may also be outdated.

**5.2 Recommendations:**

1. There is a huge need to market and promote the wedding planner business as very few people know about it. So evaluating the best marketing strategies should be done thought there may not be a perfect strategy on should be more open to best result oriented strategies and also evaluate they often.

2. Focus on customer satisfaction: as business grows one starts to ignore about quality which may result to customer dissatisfaction, one should always be conscious about the brand and image of business as customer satisfaction will leads to new referrals and business growth.

3. Quality work as most of the business comes through word of mouth. As we can also see from respondents view that majority of them get information through relatives and friends.

4. Create a marketing strategy that's low on cost, high on returns. For promotions. social media (Facebook, LinkedIn, Twitter, etc.),if we work on it , improve website user interface experience, post regularly  and concentrate on quality content as a lot of lead can be generated from there at very low cost and high return and use local SEO to seen in first Google page.

**Conclusions**

The wedding planning industry has a huge future potential in our country, the wedding industry thought unstructured has the potential to grow as there is rise of middle class and it is no longer based on season. Almost everyone wants to have an extravert wedding but without any stress and experience a great wedding experience. This sector consists of small and medium scale business which contribute a lot to the Indian economy.

The wedding planning industry is now picking up and people are aware about this industry, mostly people use the services of the wedding planner as they do not have previous experience of planning a wedding and do not want to take stress. Everything is left up to the wedding planner from planning budget, to deciding venue, decoration, finding vendors, with a wedding planner in place all needs are soughed out and for those who are experience a wedding for the first time are also get cheated hence they prefer to hire the professional planners.

The best platform to market the wedding planning industry is thought on line platform, such as Instagram and Facebook, as data say that nearly 50 percent of facbook users are young and between the age group 20 to 30, and also for the Indian context the most eligible age for marriage is between the same range, which means targeting potential clients/ customers can be carried out via on line medium. Off line marketing is still a popular source in our country because not everyone is technologically familiar especially in smaller towns and cities, so one should definitely look at the off line marketing strategies such as print publication, word of mouth, networking and meetings.

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# ANNEXURES

## Annexure -1

**Survey questionnaire filled by Respondents**
**https://docs.google.com/forms/d/e/1FAIpQLSfWd1CQceL5IDBWJn6w1Uvi_u**
**DcEEhqQiYeRgw_rg93xiWGNA/viewform?usp=sf_link**

## Annexures- 2

**Questions that were asked in the Survey**
**Demography related question**
What is your name?
What is your age?

**Wedding planner awareness related question**
Have you been a part of an immediate family wedding?
How much do you think one should spend in a wedding?
Do you know about wedding planner?
From where did you know about wedding planner?
What according to you is the best social media platform to promote wedding business?

**What are the main reasons to choose wedding planner?**
How much importance should be given to each of the following services?
Venue
Decoration
Photography and videography
Travel
Make up
Catering and food
Music and entertainment